# Start, Stop, Continue

## Trainer Guide

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# Course Overview

## Description

The purpose of this training is to remind participants of some of the reasons they came to Apple, why they are passionate about their work, and how they can make a recommitment to providing service that reflects our core values.

## Learning Objectives

By the end of this course participants will be able to:

- Describe what they want to stop, start, and continue individually.
- Decide as a team what they would like to accomplish together

| Lesson | Lesson Duration | Elapsed Time |
|---|---|---|
| Purpose and Introduction | 0h 5m | 0h 5m |
| Reflection and Small Group Discussion | 0h 30m | 0h 35m |
| Making Commitments | 0h 20m | 0h 55m |
| Large Group Debrief | 0h 15m | 1h 10m |
| Total Course Time | 1h 10m | |

# Preparation

### Prior to the class:

- ☐ The trainer and Leadership team are responsible for setting the pace and tone of this training. If this is for a remodeled store, the trainer should consistently focus on the history of the store and link this history to the introduction of the new space.
- ☐ Large-group training activities should be held in the Product Zone or Forum.
- ☐ Review the timing of the modules.
- ☐ Review the Training Behaviors iBook.

### Equipment:

- ☐ Network access isn't required

### Supplies:

- ☐ Sticky notes
- ☐ Flip chart paper and markers. If you don't have room for flip charts, use large sticky notes. If new store space might doesn't have room for flip charts, you might need a table or easel.
- ☐ Each team member should review the Credo during this experience, available from http://credo.apple.com.

### Training Materials:

- ☐ This training guide
- ☐ Participant guides and Keynote files aren't used for this training.

### Room setup:

- ☐ The group size for this training experience should not exceed 50 participants. For larger teams, discuss the logistics with your GRT support person.
- ☐ To ensure that you have every role represented in each group, determine the groups before the training. If they're not presenting to a group, Leadership team members should be included so that they can share this experience with team members.

# Purpose and Introductions

## Purpose and Introductions (0h 5m)

### Lesson overview

This activity allows the team to reflect on the thoughts, beliefs, and attitudes that they want to bring to their new Apple Retail Store experience.

# Reflection

Reflection and Small Group Discussion (0h 30m)

## Learning Objectives

When participants complete this module, they'll be able to:

- Describe what they want to stop, start, and continue individually
- Decide as a team what they would like to accomplish together

### Facilitate

- The Credo gives us the guiding principles that have made Apple Retail successful. When we truly believe in the Credo—when we make decisions based on what it says—we bring the best of ourselves to every customer and team member.
- Our stores are very busy, and sometimes the reality of our everyday work can diminish our passion and our commitment to Apple.
- During this activity, we'll reflect on what we bring to work every day. We'll make goals together for what we want to start, stop, and continue doing, so that our roles in this new store are the best experience of our careers.

## Activity Instructions

1. Divide the team into five groups, with a mentor in each group who will read the questions.
2. Participants will reflect individually, and write their answers on sticky notes.
   - What brought me to Apple?
   - What am I passionate about at Apple, and why?
   - What accomplishment am I most proud of so far? (Consider an experience with a customer, a career or guest experience, or something that the participant has contributed to the team or learned.)
   - Has my passion for Apple changed? If so, how and why?
   - Has my commitment to helping each customer become a Promoter changed? If so, how and why?
   - When I first started at Apple, what did I do as a result of what I learned in Core training? Have I changed any of that behavior? If so, why?
3. After 20 minutes the mentors lead a 10-minute discussion within the small groups.

## Facilitate

- Who would like to share a response with the group?
- What patterns of beliefs, attitudes, and behaviors do you believe reflect the spirit of the Credo?
- Which ones might not?

# Making Commitments

## Making Commitments (0h 20m)

### Present

- Now that we've reflected on what brought us to Apple, let's take some time to talk about the commitments we want to make as we continue our journey here.
- This is a new phase of our careers. Thousands of customers will experience the Apple brand and Apple products as a result of how we interact with them every day.
- Based on our discussion, it's time to make some commitments to ourselves, to one another, and to our customers.

### Activity Instructions

1. Divide participants into their previous groups. A mentor leads this discussion within each small group
2. On a flip chart or large sticky note, write at least 5 examples for each question.
   - What do we want to stop doing? What attitudes do we want to leave behind?
   - What do we want to start doing that we aren't doing now, and why?
   - What do we do well now and want want to continue doing?

# Large Group Debrief

## Large Group Debrief (0h 15m)

### Facilitate

- The trainer brings the smaller groups back together to form a large group.
- Ask each team to share one example from their start, stop, and continue commitments with the larger room.
- Identify common themes for the entire team.
- Compile the smaller group lists of top things to start, stop, and continue, and revisit that list in Downloads in the weeks after store grand opening.